## WPTV

## **ORDER**

## Flight Dates 10/02/12-10/08/12

<u>Order Sep</u> 00:30:00

Product Estimate # 1537

Contract / Revision 307288 / Obama for America Alt Order #

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

08/07/12 10/15/12 Billing Contact Order Type GENERAL

Advertiser Obama / Democrat / Preside Billing Cycle EOM/EOC

1010 Wisconsin Avenue - Suite #80 Billing Calendar BROADCAST

Washington, DC 20007 Demographic A35+

Agency GMMB Inc Rev Codes POL POL CAND

Buying Contact
Sales Office EWSDC Product Codes PL

1010 Wisconsin Avenue - Suite #80 Sales Region NAT Priority P-3

Washington, DC 20007 Agency Ref 2 Advertiser Ref

Primary Account Executive

Marta Salazar-Perren

Account Executive Order% Start Date End Date

Marta Salazar-Perren 100%

Oraci Oriaic 70	Market value	
Competing Station	n % of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Market Value

Order Share %

Order Totals Billing Plan

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount \$17,005.10 October 2012 42 \$17,005.10 \$20,006.00 0.00 10/01/12 10/08/12 42 \$20,006.00 42 \$17,005.10 0.00 Totals \$20,006.00

											Tota	als
Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WPTV	10/02/12	10/08/12	Sa 8-10a Sa 8-10a	СМ	8-10a	S-	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	2/12	10/08/12	S-	1	\$300.00	0.00						
E 3 WPTV	10/02/12	10/08/12	M-F 6-7a M-F 6-7a	СМ	6-7a	МГWГF	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	2/12	10/08/12	MTWTF	1	\$500.00	0.00						
E 4 WPTV	10/02/12	10/08/12	M-F 7-9a M-F 7-9a	СМ	7-9a	МГWГF	:30	2	\$500.00 P-3	0.00 NM	2	\$1,000.00





Contract / Revision 307288 Flight Dates 10/02/12-10/08/12 Hiatus Dates

<u>Original Date / Revision</u> 08/07/12/ 10/15/12 <u>Order Sep</u> 00:30:00

Advertiser Obama / Democrat / Preside Product Obama for America Estimate # 1537

											Tota	als_
Ln Ch	Start	End	Inventory Code		Start/End Ti		Len Spo			Rtg Type		Amount
E 4 WPTV	10/02/1	2 10/08/12	M-F 7-9a M-F 7-9a	СМ	7-9a	МГWГF	:30	2	\$500.00 P-3	0.00 NM	2	\$1,000.00
Star Week: 10/0	t Date 02/12	End Date 10/08/12	Weekdays MTWTF	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0.00						
E 5 WPTV	10/02/1	2 10/08/12	Sa 7-8a Sa 7-8a	СМ	7-8a	S-	:30	1	\$226.00 P-3	0.00 NM	1	\$226.00
Star Week: 10/0	t Date 02/12	End Date 10/08/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$226.00	Rating 0.00						
E 6 WPTV	10/02/1	2 10/08/12	Sa 11-1130P Sa 11-1130p	СМ	11-1130p	S-	:30	1	\$625.00 P-3	0.00 NM	1	\$625.00
Star Week: 10/0	t Date 02/12	End Date 10/08/12	Weekdays S-	Spots/Week 1	Rate \$625.00	Rating 0.00						
E 7 WPTV	10/02/1	2 10/08/12	Su 8-9a Su 8-9a	CM	8-9a	S	30	1	\$350.00 P-3	0.00 NM	0	\$0.00
Week: 10/0		End Date 10/08/12	Weekdays S	Spots/Week 1	Rate \$350.00	Rating 0.00						
8 WPTV		<u>nge</u> <u>D</u> 2-10/08/12 S	escription au 8-9a	<u>Start</u> 8-9a	t/End Time		<u>Weekdays</u> Sι	Leng :: Leng	gth <u>Rate</u> 30 <del>(\$350.00)</del>	Rtg Type 0.00 NM		
spo			t 1537 w/o 10/16									
E 8 WPTV	10/02/1	2 10/08/12	M-F 9-10a M-F 9-10a	СМ	9-10a	MTWTF	:30	1	\$190.00 P-3	0.00 NM	0	\$0.00
Week: 10/0		End Date 10/08/12	<u>Weekdays</u> - TWTF	Spots/Week 1	Rate \$190.00	Rating 0.00						
13 WPTV		2-10/08/12 N		9-10	<u>t/End Time</u> a		<u>Weekdays</u> - TWThF	<u>Lenç</u>	<u>gth                                    </u>	Rtg Type 0.00 NM		
See [lur]	MG 21.	9,21.10,21.1	11,21.12,21.13,21.	14,21.15								
E 9 WPTV	10/02/1	2 10/08/12	M-F 10-11a M-F 10-11a	СМ	10-11a	МГWГF	:30	1	\$150.00 P-3	0.00 NM	1	\$150.00
Star Week: 10/0	t Date 02/12	End Date 10/08/12	<u>Weekdays</u> - TWTF	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
E 10 WPTV	10/02/1	2 10/08/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	S-	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
Star Week: 10/0	t Date 02/12	End Date 10/08/12	Weekdays S-	Spots/Week 1	Rate \$200.00	Rating 0.00						
E11 WPTV	10/02/1	2 10/08/12	M-F 12p NEWS M-F 12n-1p	СМ	12-1p	МГЖГБ	:30	1	\$135.00 P-3	0.00 NM	1	\$135.00
Star Week: 10/0	t Date 02/12	End Date 10/08/12	Weekdays MTWTF	Spots/Week 1	Rate \$135.00	Rating 0.00						
E 13 WPTV	10/02/1	2 10/08/12	Su 6p Su 6p	СМ	6-630p	S	30	1	\$300.00 P-3	0.00 NM	1	\$300.00
Star Week: 10/0	t Date 02/12	End Date 10/08/12	Weekdays S	Spots/Week 1	Rate \$300.00	Rating 0.00						
E 15 WPTV	10/02/1	2 10/08/12	M-F 1135p-1235a M-F 1135p-1235a		1135p-1235a	а МГЖГБ	:30	1	\$125.00 P-3	0.00 NM	0	\$0.00
Star Week: 10/0	t Date 02/12	End Date 10/08/12	Weekdays - TWTF	Spots/Week 1	<u>Rate</u> \$125.00	Rating 0.00						
Spot Ch	Date Ra	nge D	escription 1-F 1135p-1235a		<u>Fred Time</u> 5p-1235a		<u>Weekdays</u> - TWThF	Leng ::	gth <u>Rate</u> 30 <del>(\$125.00)</del>	Rtg Type 0.00 NM		
See [lur]		9,21.10,21.1	11,21.12,21.13,21.	14,21.15								





Contract / Revision 307288 Flight Dates 10/02/12-10/08/12 Hiatus Dates

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Advertiser Obama / Democrat / Preside Product Obama for America Estimate # 1537

									Tota	als
Ln Ch Start End	Inventory Code	e Break	Start/End T	ime Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 16 WPTV 10/02/12 10/08/12	M-F 5-530p M-F 5-530p	СМ	5-530p	МГЖГБ-	- :30	1 \$	585.00 P-3	0.00 NM	1	\$585.00
<u>Start Date</u> <u>End Date</u> Week: 10/02/12 10/08/12	Weekdays MTWTF	Spots/Week 1	<u>Rate</u> \$585.00	Rating 0.00						
E 17 WPTV 10/02/12 10/08/12	M-F 530-6p M-F 530-6p	СМ	530-6p	MTWF-	- :30	1 \$	500.00 P-3	0.00 NM	1	\$500.00
Start Date	Weekdays MTWTF	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
E 18 WPTV 10/02/12 10/08/12	M-F 6-630p M-F 6-630p	СМ	6-630p	MTWF-	- :30	2 \$	650.00 P-3	0.00 NM	1	\$650.00
	MTWTF Description		Rate \$650.00 /End Time	Rating 0.00	Weekdays	Length		Rtg Type		
17 WPTV 10/02/12-10/08/12 See MG 21.9,21.10,21	•	6-63	Up		MTWThF	:30	<del>(\$650.00)</del>	0.00 <i>NM</i>		
[na]	. 1 1,2 1. 12,2 1. 13,2 1.	. 14,2 1. 10								
E19 WPTV 10/02/12 10/08/12	Sa 6p Sa 6p	СМ	6-630p	S	- :30	1 \$	350.00 P-3	0.00 NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> Week: 10/02/12 <u>End Date</u>	Weekdays S-	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
E 20 WPTV 10/02/12 10/08/12	M-F 7-730p M-F 7-730p	СМ	7-730p	MTWIF-	- :30	2 \$	500.00 P-3	0.00 NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> Week: 10/02/12 10/08/12	Weekdays - TWTF	Spots/Week 2	Rate \$500.00	Rating 0.00						
13 WPTV 10/02/12-10/08/12	•	7-73	<u>/End Time</u> 0p		Weekdays - TWThF	Length :30		Rtg Type 0.00 NM		
See MG 21.9,21.10,21. [oversell at higher rates		.14,21.15								
E 21 WPTV 10/02/12 10/08/12	-	СМ	7-8p	S	- :30	1 \$:	350.00 P-3	0.00 NM	7	\$2,310.00
Start Date	Weekdays	Spots/Week 1	Rate \$350.00	Rating 0.00						
Spot Ch Date Range 8 WPTV 10/02/12-10/08/12	Description Sa 7-8P	<u>Start</u> 7-8p	/End Time		Weekdays	Length :30		Rtg Type 0.00 NM		
See <i>MG 21.9,21.10,21</i> [7-8pm is News/NBC S	ports]	.14,21.15								
9 NPTV 10/04/12-10/04/12 I	•	11-1	135p		Th	:30	\$600.00	0.00 NM		
MG for 20.13,8.13,25.6	M-F 11-1135p	11-1	135p		F	:30	\$600.00	0.00 NM		
MG for 20.13,8.13,25.6 11 NPTV 10/02/12-10/08/12 €		11-1	130p		Sa	:30	\$625.00	0.00 NM		
MG for 20.13,8.13,25.6										
12 NPTV 10/08/12-10/08/12 ₪ MG for 20.13,8.13,25.6		11a-	12p		M	:30	\$135.00	0.00 NM		
13 NPTV 10/02/12-10/08/12	Su 6-7a	6-7a			Su	:30	\$125.00	0.00 NM		
	Sa 6-7a	6-7a			Sa	:30	\$175.00	0.00 NM		
MG for 20.13,8.13,25.6 15 NPTV 10/08/12-10/08/12		430-	5a		M	:30	\$50.00	0.00 NM		
MG for 20.13,8.13,25.6	,18.17,15.12,21.8									
E 22 WPTV 10/02/12 10/08/12		CM	730-8p	MTWTF-	- :30	1 \$	500.00 P-3	0.00 NM	1	\$500.00





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Advertiser Obama / Democrat / Presid Product Obama for America Estimate # 1537

										Tota	als
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
			M-F 730-8p M-F 730-8p								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				i	
Week: 10	/02/12	10/08/12	MTWTF	1	\$500.00	0.00					
E 23 WPTV	10/02/1	12 10/08/12	NBC Monday Pri	me CM	8-11p	M	:30	1 \$1,100.00 P-3	0.00 NM	1	\$1,100.00
Sta	art Date	End Date	The voice Weekdays	Spots/Week	(8:00 PM-1) Rate	Rating					
Week: 10		10/08/12	M		\$1,100.00	0.00				İ	
E 25 WPTV	10/02/1	12 10/08/12	Wednesday Prim	е В СМ	9-10p	W	:30	1 \$1,250.00 P-3	0.00 NM	0	\$0.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/08/12	W	1	\$1,250.00	0.00				ĺ	
	Date Ra	<del></del>	escription Vednesday Prime I		/End Time		<u>Weekdays</u> W	Length Rate :30(\$1,250.00)	Rtg Type 0.00 NM		
			11,21.12,21.13,21.		þ	•	vv	30 <del>(φ1,230.00)</del>	0.00 IVIVI		
		Presidential [		, -						ĺ	
E 26 WPTV	10/02/1	12 10/08/12	M-F 11-1135p M-F 11-1135p	СМ	11-1135p	МГWГF	:30	2 \$600.00 P-3	0.00 NM	2	\$1,200.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				ĺ	
Week: 10		10/08/12	MTWTF	2	\$600.00	0.00					<b>^</b> =======
E 28 WPTV	10/02/1	12 10/08/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-1	S 1:30 PM)	:30	1 \$1,750.00 P-3	0.00 NM	1	\$1,750.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				İ	
Week: 10		10/08/12	S		\$1,750.00	0.00				1	
N30 WPTV	10/02/1	12 10/08/12	M-F 630-7p M-F 630-7p	СМ	630-7p	МГЖГБ	:30	1 \$2,150.00 P-1	0.00 NM	1	\$2,150.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				į	
Week: 10		10/08/12	MTWTF		\$2,150.00	0.00					
N31 WPTV	10/02/1	12 10/08/12	Friday Prime C Dateline	СМ	10-11p	F	:30	1 \$1,000.00 P-3	0.00 NM	1	\$1,000.00
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10		10/08/12	F	CM	\$1,000.00 5-6a	0.00 MTWTF	:30	2 \$165.00 P-3	0.00 NM	2	\$330.00
NOZ WPIV	10/02/1	12 10/00/12	M-F 5-6a	Civi	3-0a	MII W I F	.30	2 \$105.00 F-3	U.UU INIVI	2	φ330.00
this is p	oart of a n	nkgd pkg for	order #310172 & #	#310173						ĺ	
Sta Week: 10	art Date	End Date 10/08/12	<u>Weekdays</u> MTWTF	Spots/Week 2	Rate \$165.00	Rating 0.00					
		10/06/12		CM	6-7a	0.00 MTWTF	:30	1 \$500.00 P-3	0.00 NM	1	\$500.00
	. 0, 02,	,,	M-F 6-7a	· · · ·	0.4		.00	. \$555.55	0.00		φοσοισσ
		0.0	order #310172 & #		<b>.</b> .	5					
Sta Week: 10	art Date /02/12	End Date 10/08/12	<u>Weekdays</u> MTWTF	Spots/Week 1	Rate \$500.00	Rating 0.00					
			M-F 12p NEWS	CM	12-1p	МГЖГБ	:30	2 \$135.00 P-3	0.00 NM	2	\$270.00
			M-F 12n-1p		·						
			order #310172 & #		Poto	Poting					
Week: 10	art Date /02/12	End Date 10/08/12	<u>Weekdays</u> MTWTF	Spots/Week 2	Rate \$135.00	Rating 0.00					
N35 WPTV			M-F 1-2p	CM	1-2p	MTWTF	:30	1 \$125.00 P-3	0.00 NM	1	\$125.00
عادات العادات	om ct = -	nlead pleaster	M-F 1-2p	4240472						1	
	oart of a n art Date	nкga pкg for End Date	order #310172 & # Weekdays	Spots/Week	Rate	Rating				1	
Week: 10		10/08/12	MTWTF	1	\$125.00	0.00				1	
										-	

Print Date: 10/31/12

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Contract / Revision

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Advertiser Obama / Democrat / Preside Product Obama for America Estimate # 1537

										Tota	als
Ln Ch Star	t End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type		Amount
N36 WPTV 10/02	2/12 10/08/12	M-F 4p-5p	СМ	4-5p	МГWГF	:30	1	\$275.00 P-3	0.00 NM	1	\$275.00
		M-F 4p-5p									
•	0 . 0	order #310172 & #									
Start Date		<u>Weekdays</u> МГWГF	Spots/Week	Rate	Rating						
Week: 10/02/12	10/08/12		1	\$275.00	0.00 T			#750 00 D 0	0.00 NIM		<b>#750.00</b>
N37 WPTV 10/02	2/12 10/08/12	Thursday Prime A		8-9p	1	:30	1	\$750.00 P-3	0.00 NM	1	\$750.00
this is part of a	mkad pka for	order #310172 & #									
Start Date		Weekdays	Spots/Week	Rate	Rating						
Week: 10/02/12	10/08/12	T	1	\$750.00	0.00						
N38 WPTV 10/05	5/12 10/07/12	M-F 4p-5p	СМ	4-5p	F	:30	1	\$275.00 P-3	0.00 NM	1	\$275.00
		M-F 4p-5p									
Part of a mkgo	. •				5						
Start Date Week: 10/02/12	End Date 10/08/12	<u>Weekdays</u> F	Spots/Week 1	Rate	Rating 0.00						
N39 WPTV 10/05			CM	\$275.00 6-7a	S	:30	1	\$125.00 P-3	0.00 NM	1	\$125.00
N39 WFIV 10/00	0/12 10/07/12	Su 6-7a Su 6-7a	Civi	0-7 a	3	.30	'	\$125.00 F-3	U.UU INIVI	'	φ125.00
Part of a mkgo	l pkg for order										
Start Date		Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/02/12	10/08/12	S	1	\$125.00	0.00						
N40 WPTV 10/05	5/12 10/07/12		CM	3-4p	F	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
Dowt of a value		3-4pm Jeff Probs	st								
Part of a mkgo			Spoto/Mook	Poto	Dating						
Start Date Week: 10/02/12	End Date 10/08/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
N41 WPTV 10/05		M-F 11-1135p	CM	11-1135p	F	:30	1	\$850.00 P-3	0.00 NM	1	\$600.00
10,000	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	M-F 11-1135p	O.W.	11 1100р	•	.00		φοσσ.σσ.	0.00 14141	·	φοσσ.σσ
part of a mkgd	pkg from #31	0173									
Start Date		Weekdays	Spots/Week	Rate	Rating						
Week: 10/02/12	10/08/12	F	1	\$850.00	0.00	/II		-uh Data	D		
Spot Ch Date 1 1 NPTV 10/02		Description  A F 11 11350		/End Time 135p	<u>vv</u>	<u>/eekdays</u> F	Len	<u> </u>	Rtg Type 0.00 NM		
								•			
N42 WPTV 10/05	5/12 10/07/12		CM	11-1130p	S-	:30	1	\$650.00 P-3	0.00 NM	1	\$625.00
part of a mkgd	pka from #31	Sa 11-1130p 0173									
Start Date		Weekdays	Spots/Week	Rate	Rating						
Week: 10/02/12	10/08/12	S-	1	\$650.00	0.00						
Spot Ch Date		Description		/End Time	<u>w</u>	/eekdays	Len		Rtg Type		
1 /VPTV 10/02	/12-10/08/12 S	Sa 11-1130P	11-1	130p		Sa-		:30 \$625.00	0.00 NM		

Totals 42 \$20,006.00